

# Preparing for Retirement



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## ***Preparing for Retirement – Financial Planning with Feed the Pig***

The American Institute of Certified Public Accountants (AICPA) in conjunction with the Advertising Council created a Web site, [www.feedthepig.org](http://www.feedthepig.org), to educate Americans about how financial issues affect their lives. The goal of the campaign is to encourage the 40 million Americans age 25 to 34 to take control of their finances. The campaign, Feed the Pig, is a new component of the 360 Degrees of Financial Literacy effort encouraging people to take small steps today to build a solid financial tomorrow. It features a Web site, [www.360financialliteracy.org](http://www.360financialliteracy.org), offering free tools and resources to help Americans manage their finances through every stage of life.

The [American Institute of Certified Public Accountants \(AICPA\)](http://www.aicpa.org) is the national professional association of CPAs, with approximately 330,000 members in business, industry, public practice, government and education. The AICPA sets the ethical standards for the profession and the auditing standards for private companies, non-profit groups, and federal, state and local governments.

[The Advertising Council](http://www.advertisingcouncil.org) has produced thousands of PSA campaigns addressing the most pressing social issues of the day. The Ad Council aims to foster tremendous positive change by raising awareness, inspiring action and saving lives.

On the Feed the Pig Web site you will find:

- Tips on Saving
- Articles on financial planning and how to save more money
- Calculators for savings and credit card payoff
- Tips for every stage of life
- Free weekly email savings tip

On the 360 Degrees of Financial Literacy web site you will find these gems:

- Tips for any stage of life
- Financial topics for every situation
- Financial guidance book
- Financial planning and saving for women
- You can ask them questions via email
- Links to other sites on financial literacy

Money should not drive your future. But neither should debt. It is time for you to take control. Get what you deserve. Not just today - your whole life. Just remember: small changes add up. Take steps to start saving today and you will build a solid financial future tomorrow.

Prepared by the Communications staff of the Retirement Systems of Alabama.  
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